



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Bliss
Texas**

BRIEFING OUTLINE

Fort Bliss

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

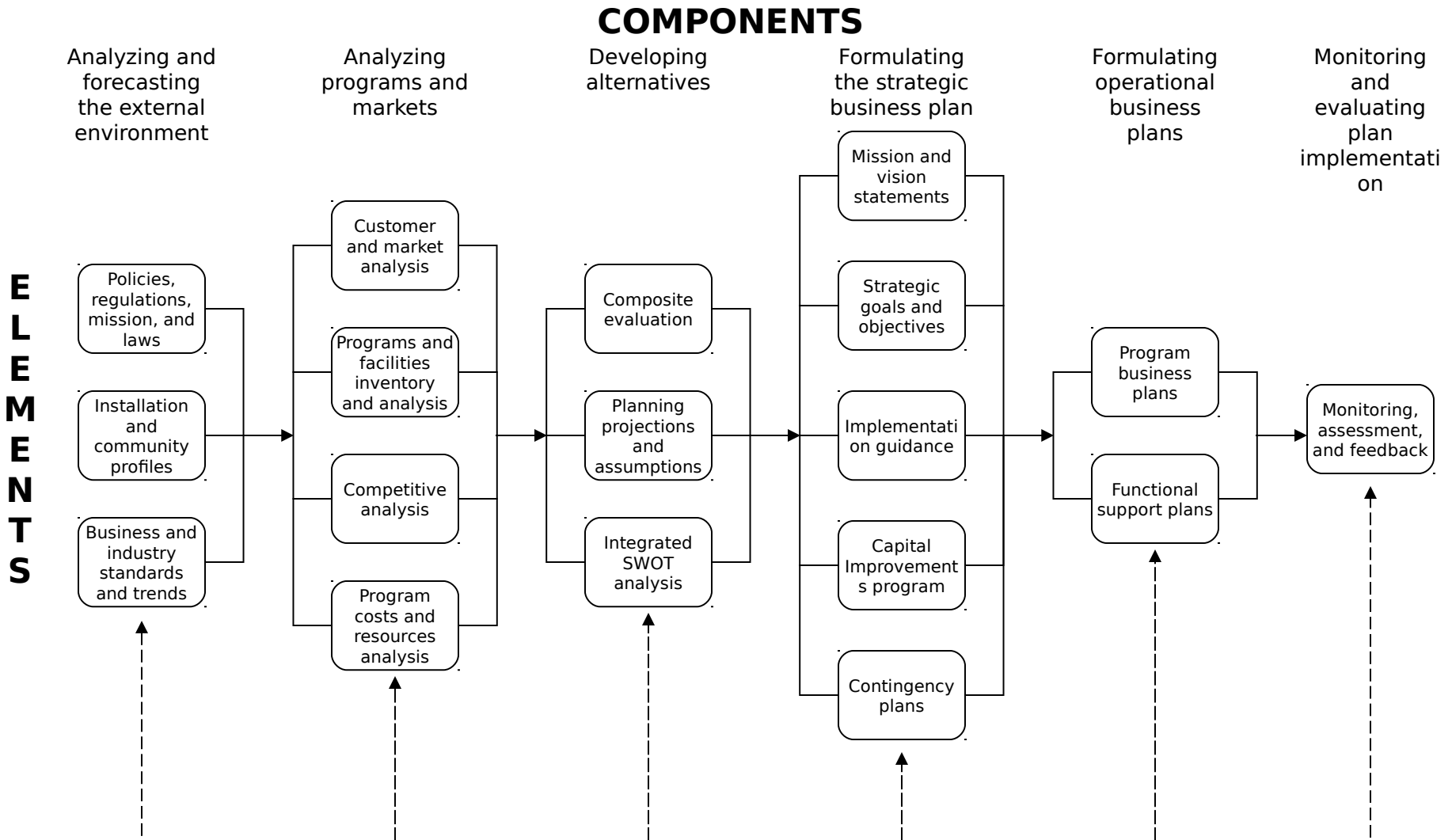
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,753 surveys were distributed at Fort Bliss



SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Fort Bliss:					
Active Duty	21,344	1,245	40	3.21%	±15.48%
Spouses of Active Duty	5,513	1,452	157	10.81%	±7.71%
Civilian Employees	7,579	876	78	8.90%	±11.04%
Retirees	7,293	1,180	330	27.97%	±5.27%
Total	41,729	4,753	605	12.73%	±3.96%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

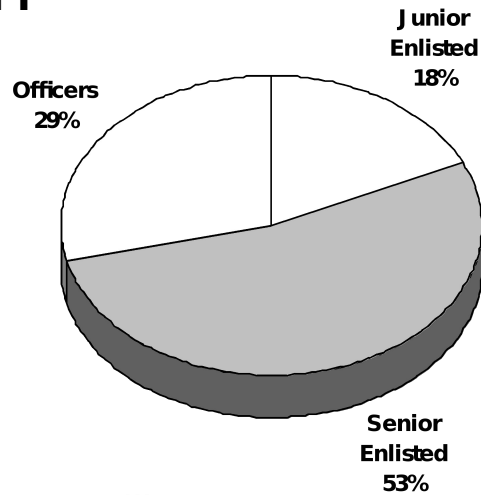
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

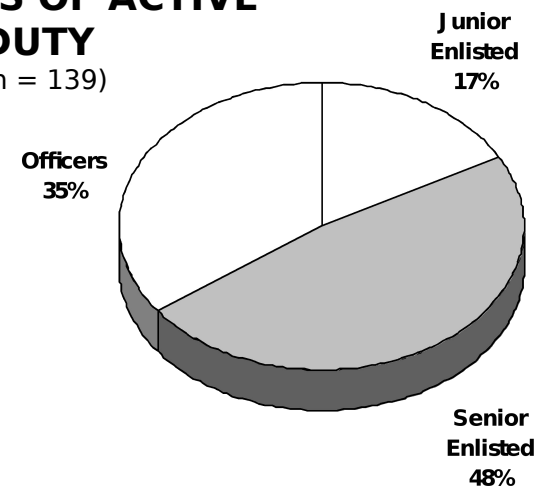
ACTIVE DUTY

(n = 38)



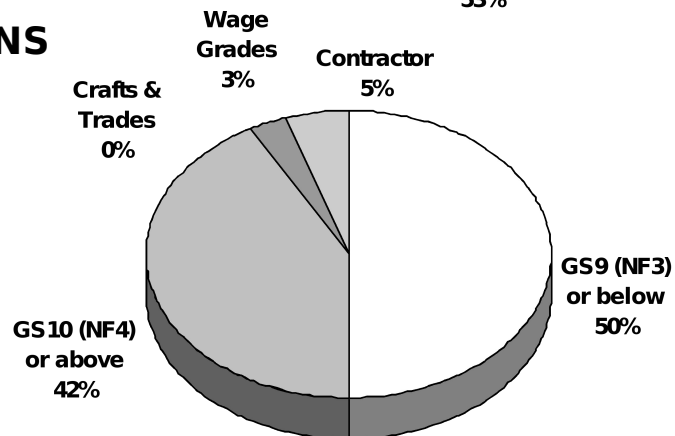
SPOUSES OF ACTIVE DUTY

(n = 139)



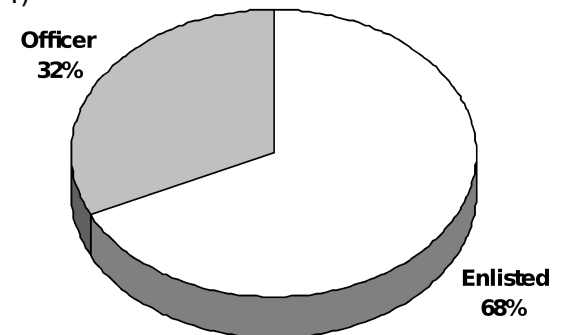
CIVILIANS

(n = 76)



RETIREEES

(n = 254)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT BLISS

Fort Bliss

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	57%
Car Wash	45%
Bowling Center	36%
ITR - Commercial Travel Agency	35%
Bowling Food & Beverage	34%

LEAST FREQUENTLY USED FACILITIES

BOSS	2%
School Age Services	2%
Bowling Pro Shop	6%
Multipurpose Sports/Tennis Courts	8%
Golf Course Pro Shop	12%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT BLISS*

Fort Bliss

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

BOSS	5.00
School Age Services	4.60
Army Lodging	4.48
Fitness Center/Gymnasium	4.45
ITR - Commercial Travel Agency	4.45

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Multipurpose Sports/Tennis Courts	3.65
Bowling Pro Shop	3.99
Library	4.03
Golf Course Food & Beverage	4.04
Golf Course Pro Shop	4.08

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT BLISS*

Fort Bliss

FACILITIES WITH HIGHEST QUALITY RATINGS*

BOSS	4.72
School Age Services	4.59
Army Lodging	4.45
Child Development Center	4.37
Bowling Center	4.31

FACILITIES WITH LOWEST QUALITY RATINGS*

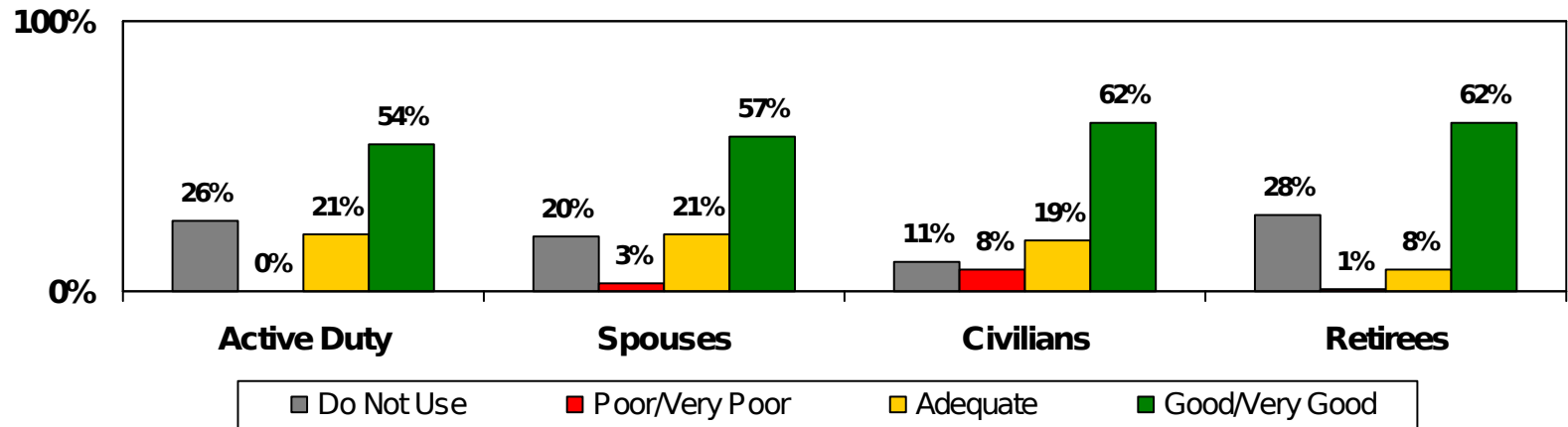
Golf Course Pro Shop	3.74
Multipurpose Sports/Tennis Courts	3.78
Library	3.95
Athletic Fields	3.95
Golf Course	3.95

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

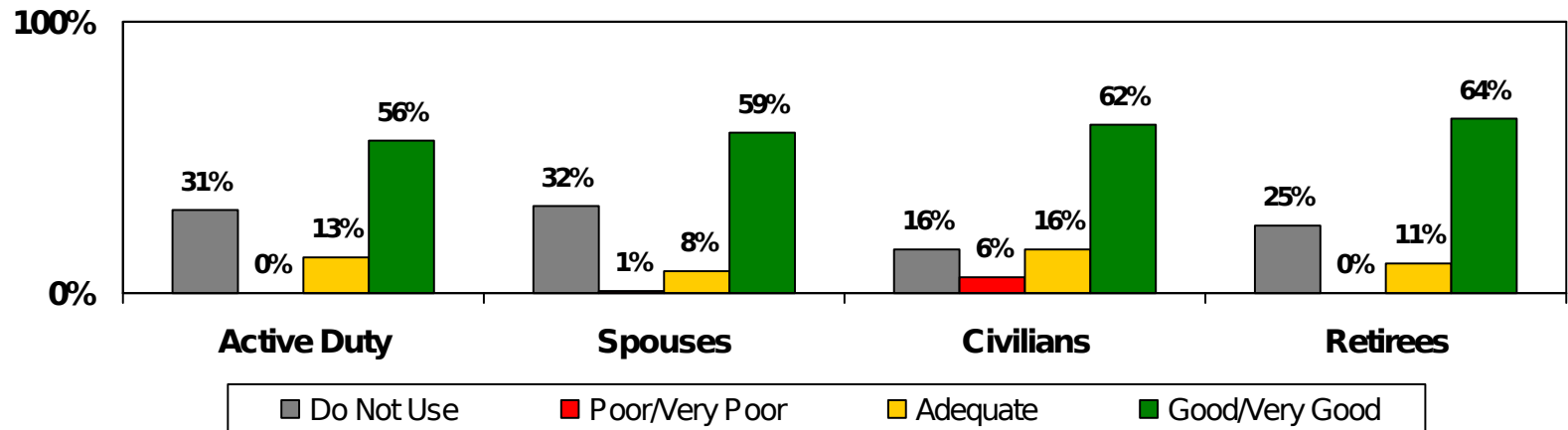
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



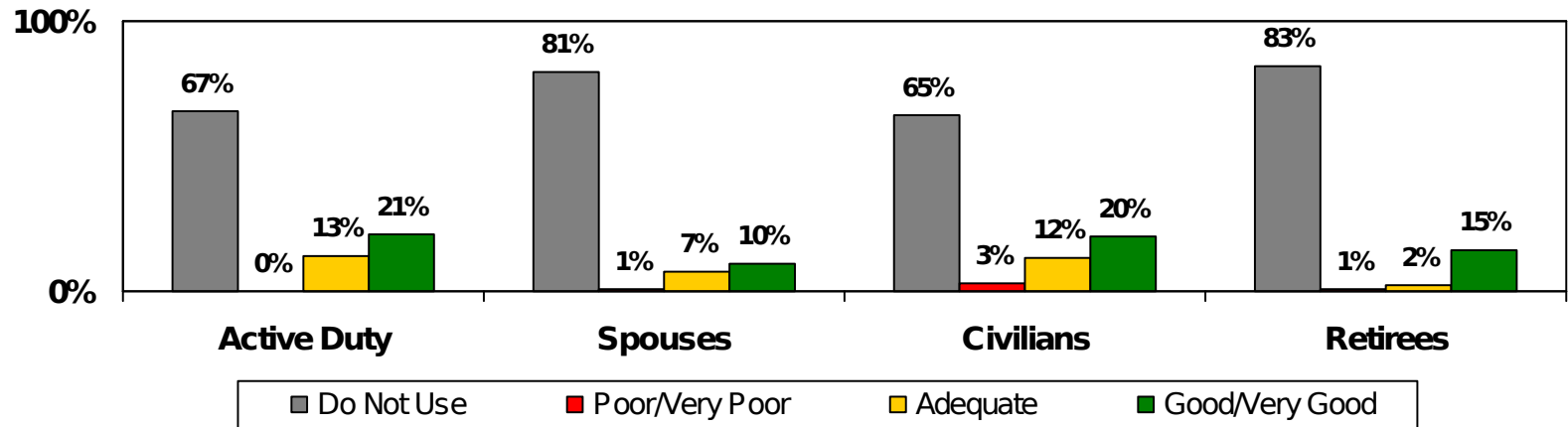
Quality of Off-Post Services



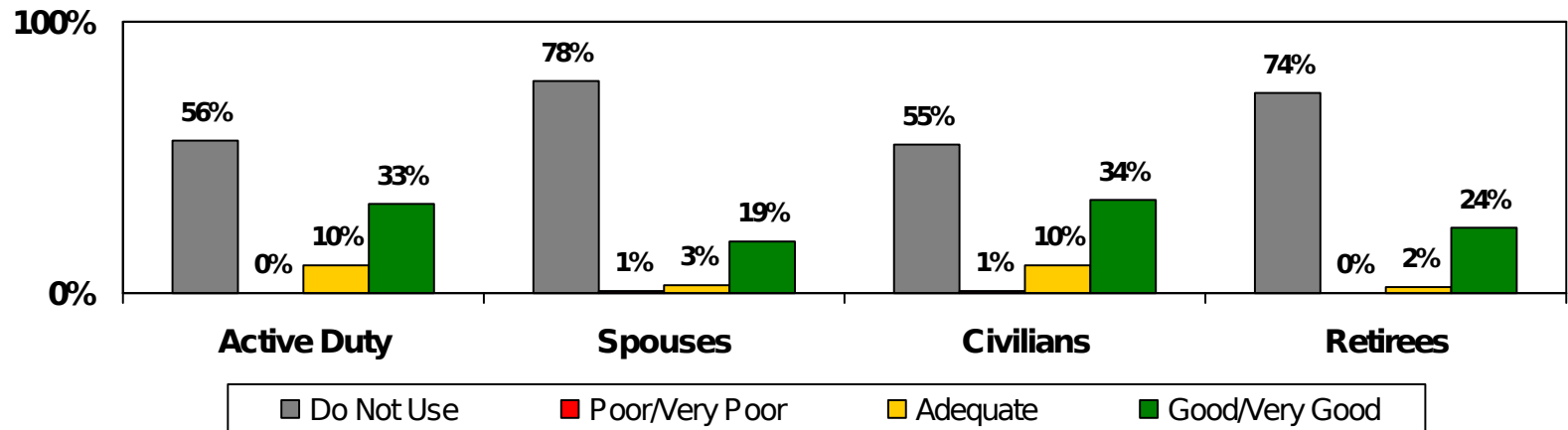
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



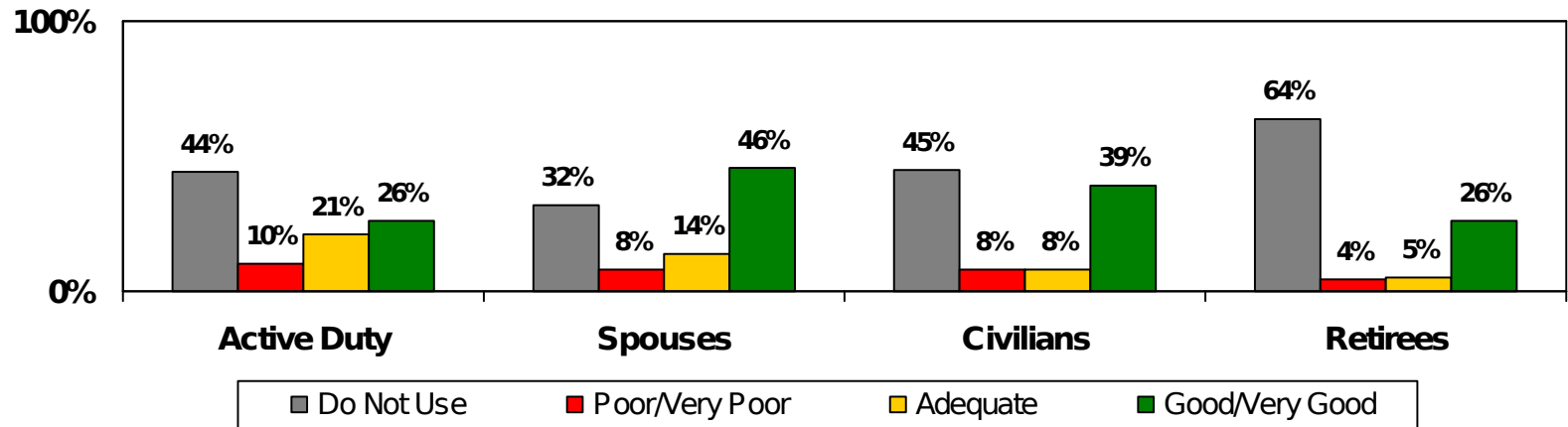
Quality of Off-Post Services



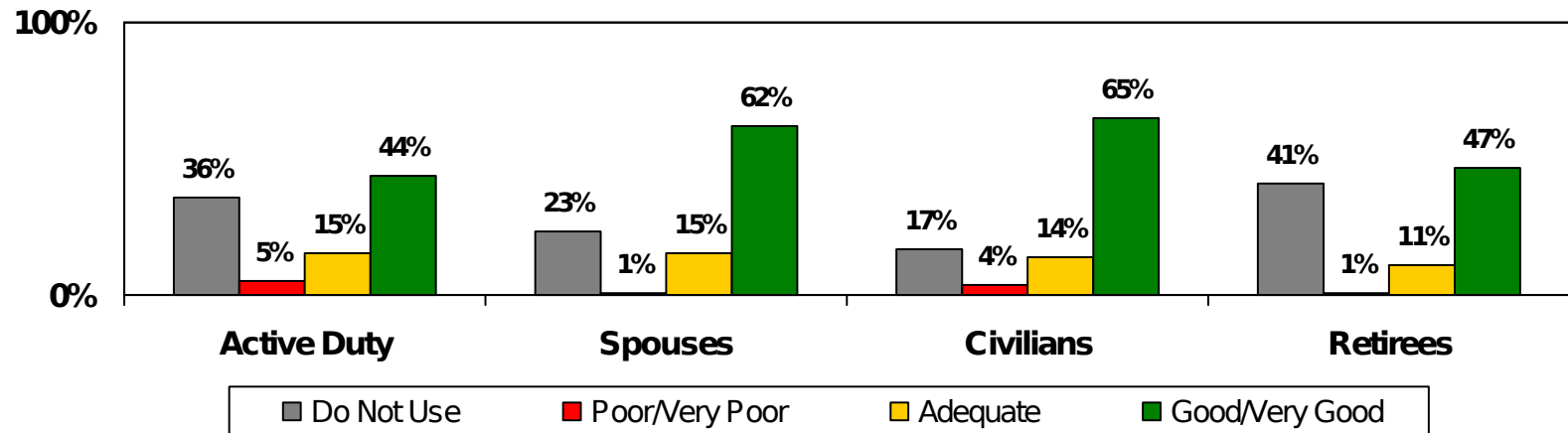
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

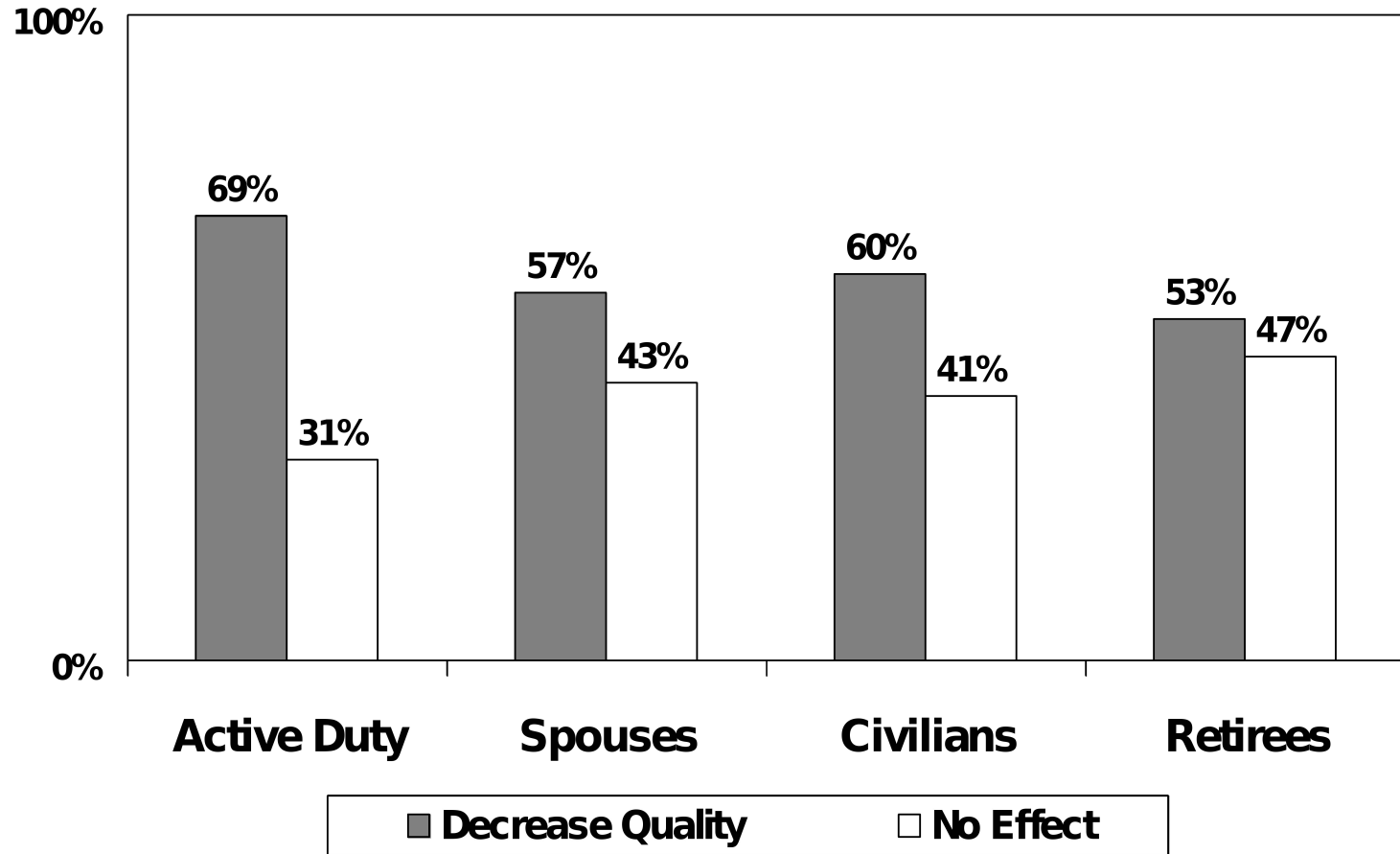


Quality of Off-Post Services



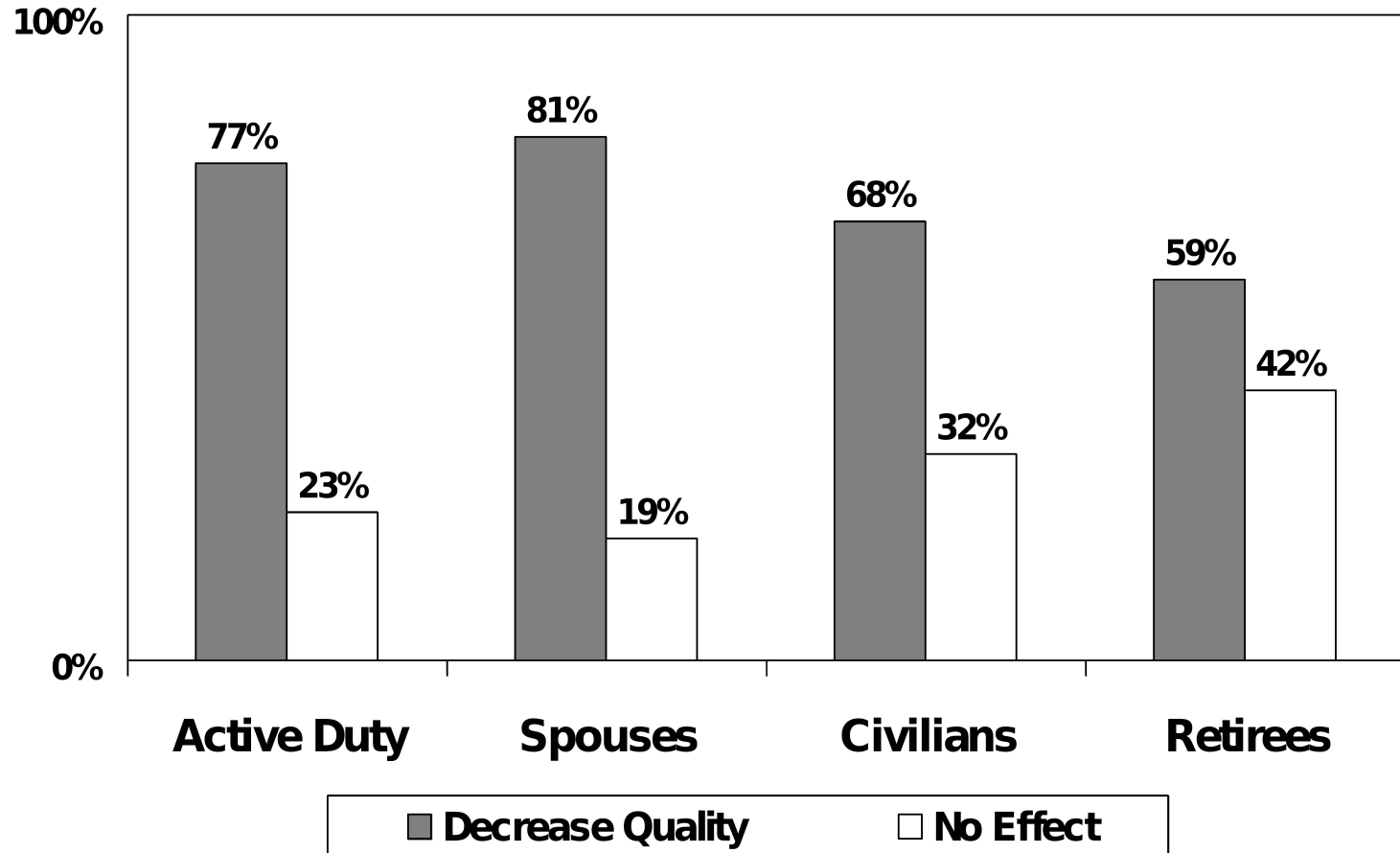
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Bliss



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Army Lodging	80%
Fitness Center/Gymnasium	71%
Child Development Center	66%
Youth Center	61%
Library	55%
School Age Services	46%
Swimming Pool	44%

Golf Course Pro Shop	62%
Arts & Crafts Center	58%
Bowling Pro Shop	56%
RV Park	54%
Cabins & Campgrounds	52%
Golf Course Food & Beverage	48%
Tennis Courts/Multi-Purpose Sports Cts.	40%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	21%	17%	20%	7%	18%
E-mail	33%	13%	54%	9%	30%
Friends and neighbors	18%	34%	26%	27%	23%
Family Readiness Groups (FRGs)	15%	25%	4%	2%	12%
Bulletin boards on post	28%	21%	24%	25%	26%
Post newspaper	56%	67%	71%	69%	63%
MWR publications	26%	15%	30%	22%	24%
Radio	3%	1%	5%	8%	4%
Television	8%	3%	8%	10%	7%
My child(ren) let(s) me know	8%	6%	3%	1%	5%
Other unit members or co-workers	28%	10%	29%	5%	22%
Unit or post commander or supervisor	8%	7%	5%	2%	6%
Marquees/billboards	15%	16%	20%	16%	16%
Flyers	26%	25%	28%	26%	26%
Other	3%	11%	5%	10%	5%
I never hear anything	5%	9%	3%	14%	7%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	91%	89%
Better Opportunities for Single Soldiers	0%	N/A
Army Community Service	67%	56%
MWR Programs and Services	89%	84%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	59%	100%	0%
Outreach programs	46%	80%	20%
Family Readiness Groups	77%	88%	12%
Relocation Readiness Program	69%	100%	0%
Family Advocacy Program	77%	91%	9%
Crisis intervention	51%	75%	25%
Money management classes, budgeting assistance	67%	91%	9%
Financial counseling, including tax assistance	69%	100%	0%
Consumer information	33%	75%	25%
Employment Readiness Program	54%	100%	0%
Foster child care	13%	100%	0%
Exceptional Family Member Program	54%	86%	14%
Army Family Team Building	56%	100%	0%
Army Family Action Plan	44%	100%	0%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	52%	91%	9%
Outreach programs	42%	83%	17%
Family Readiness Groups	85%	83%	18%
Relocation Readiness Program	72%	93%	7%
Family Advocacy Program	74%	81%	19%
Crisis intervention	53%	69%	31%
Money management classes, budgeting assistance	64%	79%	21%
Financial counseling, including tax assistance	63%	85%	15%
Consumer information	31%	90%	10%
Employment Readiness Program	53%	72%	28%
Foster child care	13%	50%	50%
Exceptional Family Member Program	69%	76%	24%
Army Family Team Building	55%	93%	7%
Army Family Action Plan	32%	88%	13%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	61%	50%
Personal job performance/readiness	58%	47%
Unit cohesion and teamwork	58%	61%
Unit readiness	60%	61%
Relationship with my spouse	57%	42%
Relationship with my children	57%	47%
My family's adjustment to Army life	62%	53%
Family preparedness for deployments	70%	68%
Ability to manage my finances	62%	38%
Feeling that I am part of the military community	59%	45%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	91%	88%
Helps minimize lost duty/work time due to lack of child care/youth services	90%	85%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	82%	78%
Allows me to work outside my home	90%	83%
Allows me to work at home	86%	73%
Offers me an employment opportunity within the CYS program	86%	70%
Allows me/my spouse to better concentrate on my/our job(s)	90%	81%
Provides positive growth and development opportunities for my children	91%	93%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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POSITIVE IMPACTS ON ACTIVE DUTY

No Active Duty Responses to BOSS items

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	0%
Personal job performance/readiness	0%
Unit cohesion and teamwork	0%
Unit readiness	0%
Ability to manage my finances	0%
Feeling that I am part of the military community	0%
Relationship with my children (single parents)	0%
My family's adjustment to Army life (single parents)	0%
Family preparedness for deployments (single parents)	0%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	69%
Entertaining guests at home	61%
Internet access/applications (home)	60%
Going to movie theaters	59%
Special family events	43%
Attending sports events	42%
Walking	42%
Gardening	39%
Going to beaches/lakes	39%
Festivals/events	38%

Top 5 for Spouses of Active Duty

Entertaining guests at home	72%
Going to movie theaters	66%
Internet access/applications (home)	60%
Watching TV, videotapes, and DVDs	58%
Special family events	51%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	76%
Entertaining guests at home	58%
Going to movie theaters	58%
Internet access/applications (home)	56%
Plays/shows/concerts	45%

Top 5 for Active Duty

Internet access/applications (home)	75%
Entertaining guests at home	70%
Going to movie theaters	67%
Watching TV, videotapes, and DVDs	61%
Cardiovascular equipment	44%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	71%
Internet access/applications (home)	59%
Walking	52%
Entertaining guests at home	52%
Going to movie theaters	48%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	13%
Softball	8%
Soccer	7%
Self-directed sports tournaments	6%
Volleyball	6%

Outdoor Recreation

Going to beaches/lakes	39%
Picnicking	35%
Camping/hiking/backpacking	24%
Bicycle riding/mountain biking	22%
Fishing	18%

Social

Entertaining guests at home	61%
Special family events	43%
Happy hour/social hour	30%
Dancing	29%
Night clubs/lounges	26%

Sports and Fitness

Walking	42%
Cardiovascular equipment	35%
Weight/strength training	29%
Bowling	23%
Running/jogging	21%

Entertainment

Watching TV, videotapes, and DVDs	69%
Going to movie theaters	59%
Attending sports events	42%
Festivals/events	38%
Plays/shows/concerts	36%

Special Interests

Internet access/applications (home)	60%
Gardening	39%
Digital Photography	30%
Computer games	27%
Automotive detailing/washing	26%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	20%	N/A	20%
Walking	19%	23%	42%
Cardiovascular equipment	19%	17%	35%
Internet access (library)	18%	N/A	18%
Reference/research services	16%	N/A	16%
Weight/strength training	15%	14%	29%
Picnicking	15%	21%	35%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

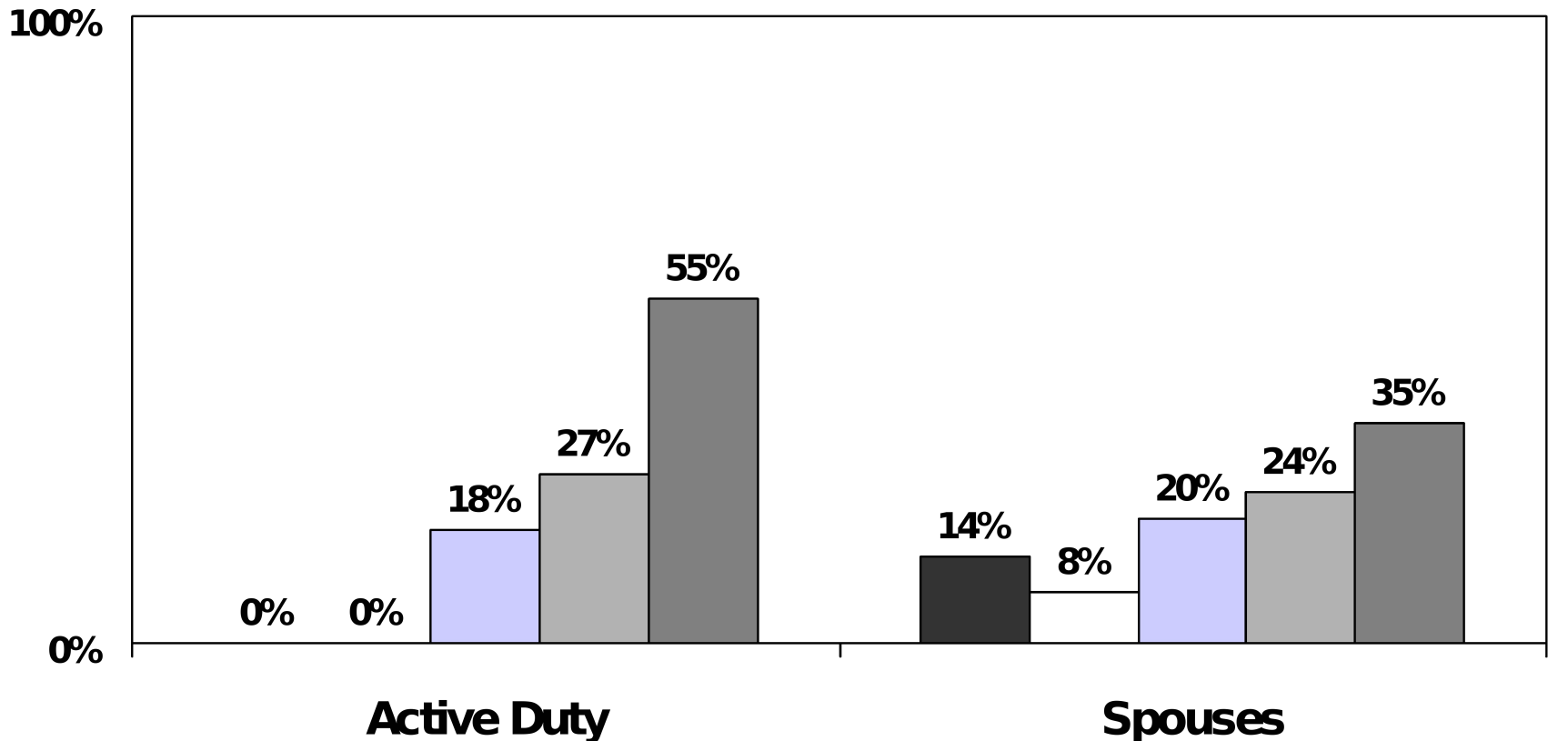
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	8%	3%	50%	60%
Gardening	1%	1%	37%	39%
Digital photography	1%	7%	22%	30%
Computer games	1%	2%	24%	27%
Automotive detailing/washing	1%	9%	16%	26%
Automotive maintenance & repair	7%	5%	12%	24%
Trips/touring	2%	16%	0%	18%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

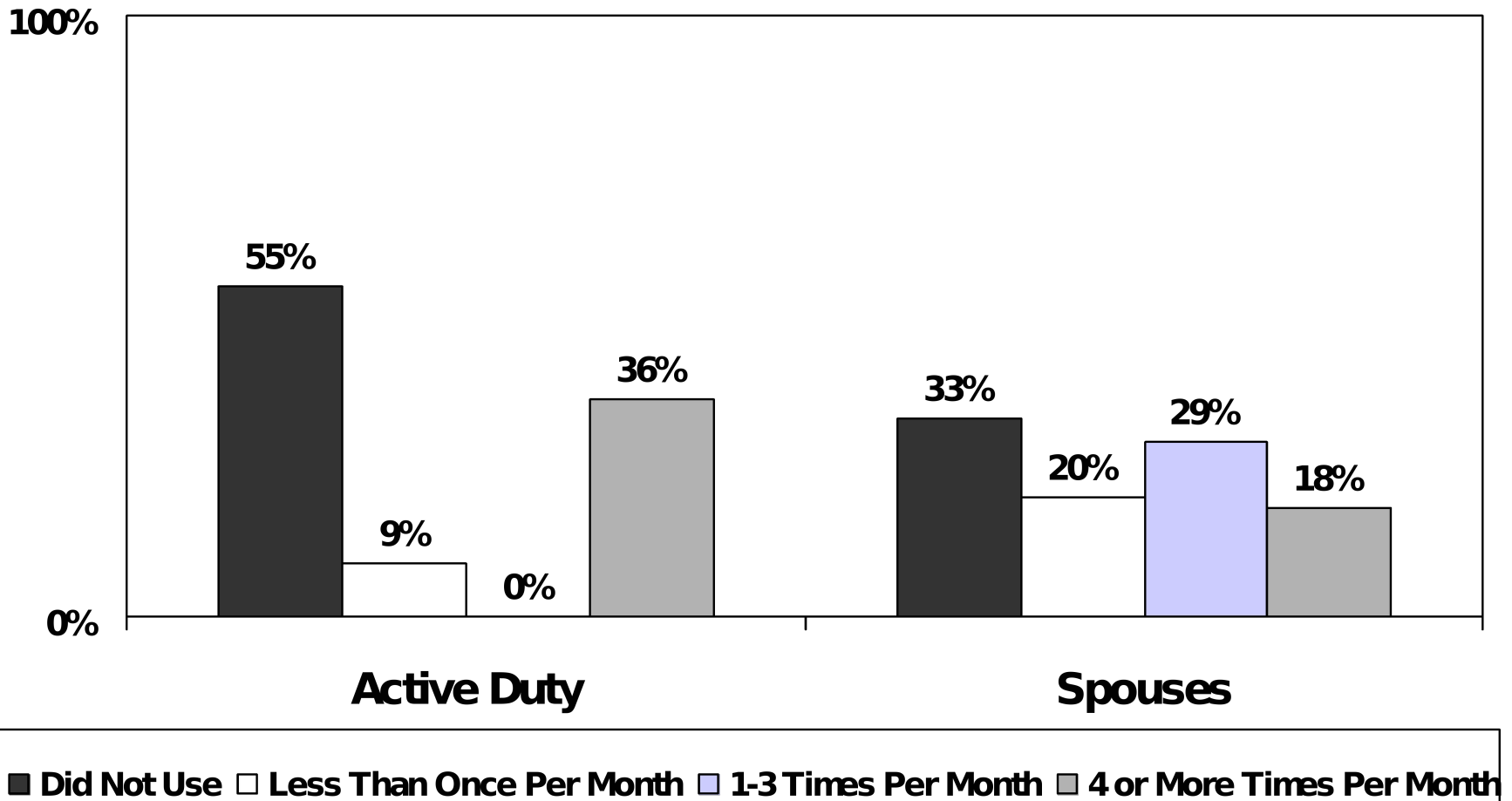
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■ Not Important □ Slightly Important ■ Moderately Important ■ Important ■ Very Important

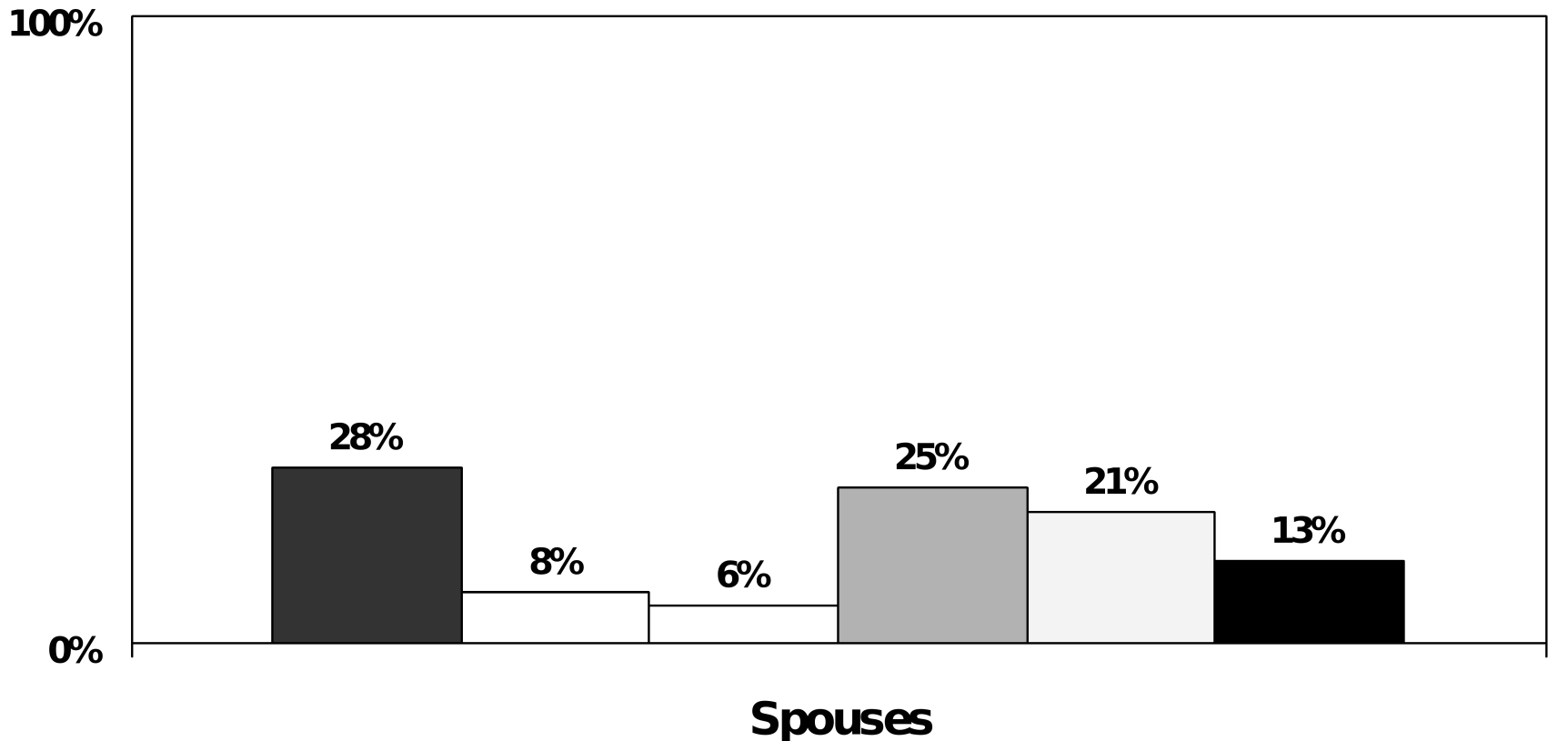
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	17%
Probably will not make military a career	6%
Undecided	8%
Probably will make military a career	8%
Definitely will make military a career	61%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	10%
Not Sure	19%
Yes	72%

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)